AUSTRALIA 17.0 /
NEW ZEALAND 6.0
FEATURES AND BENEFITS
Why Choose an In-car Satellite Navigation System?

An in-car sat nav system provides many benefits over the alternative products on the market:

- Large screen size - Safer to read easily and quickly when you’re on the move
- Integrated dash fit - Provides greater security
- No cords, brackets or suction caps - Unobstructed view for safer driving
- Faster signal - Find locations and calculate routes quickly
- Navigate without a signal - Navigate in tunnels, high-rise areas and heavy forestation
- Better accuracy - Confidence to determine our speed and the distance to your destination
- Built to OEM quality and supported.

What Can Your Toyota In-car Satellite Navigation System Provide?

Turn by turn voice and visual guidance is just one of the many features a Toyota in-car sat nav system provides. Others include:

- Comprehensive coverage of 99% of the Australian population
- Options for route calculation (shortest/quickest/include toll roads)
- More than 688,000 points of interest (POI)
- Convenient Bluetooth hands-free phone system
THE LATEST WHEREIS® VERSION 17.0
MAP DATA FOR TOYOTA INCLUDES:

• More than 3,000 km of new roads with addresses

• Up to 688,000 POI including:
  - more than 14,000 banks and ATM
  - more than 6700 petrol stations
  - more than 14,700 additional hotels and motels
  - more than 34,000 additional restaurants

• Major new roads including:

  NSW • Hume Highway duplication (Little Billabong)
  NSW • Hume Highway duplication (Kyeamba Hill)
  NSW • Sheahan Bridge duplication (Gundagai)
  NSW • Pacific Highway (Karjah to Bulahdelah)
  NSW • Tourle Street Bridge Project (Newcastle)
  NSW • Hume Highway duplication (Yarra Yarra to Holbrook)
  NSW • Hume Highway duplication (Woomargama to Mullengandra)
  NSW • Hume Highway duplication (Stuart Highway to able Top)
  NSW • Pacific Highway upgrade (Coopernook to Herons Creek)
  NSW • Logan Motorway improvements – Loganlea Road interchange
  NSW • Logan Motorway improvements – Stapyton Road interchange
  NSW • Princes Highway upgrade – Oak Flats to Dunmore (Wollongong)
  NSW • Pacific Highway duplication (Lisarow to Ourimbah)

  ACT • Airport Roads upgrade project
  ACT • Pialligo Avenue duplication project
  QLD • Joint Levee Road (Mackay)
  QLD • Mackay-Bucasia Road Project (Mackay)
  QLD • Hospital Bridge Replacement Project (Mackay)
  QLD • Pacific Highway upgrade (Tuggerah)
  WA • Reid Highway extension (Perth)
  WA • Bunbury Port Access Road (Bunbury)
  WA • Geraldton Southern Transport Corridor (Geraldton)
  SA • South Road upgrade (Anzac Highway underpass)
  TAS • South Arm Highway project (Hobart)
  TAS • Midland Hwy junction improvements (Hobart)
  TAS • Lyall Hwy junction improvements (Hobart)
  TAS • Brooker Hwy junction improvements (Hobart)
A Bit More About Points of Interest

More than a roadmap, your Toyota in-car satellite navigation system is also a source of local knowledge.

POI information includes names, business addresses and phone numbers, all embedded into the map data. This means that if you were heading interstate on business, you could easily locate an ATM from your own bank or your preferred hotel or service station brand.

There are more than 688,000 POI in 72 categories. Drawn from the rich databases of Yellow Pages® and UBD®, categories include:

- Toyota dealers
- Petrol stations
- ATMs
- Restaurants
- Golf courses
- Cinemas
- Hospitals
- Schools
- Shopping centres
- Train stations
- Sports centres

Did you know in a recent survey conducted for Whereis® nearly 72% of people like to look up places of interest and be routed there?

Why Do People Choose a GPS?

Australians use a GPS for many reasons and these are some of the triggers are:

- Reassurance – getting from point A to B effectively
- Confidence – ability to explore new places without getting lost
- Convenience – much easier than using paper maps
- Control – getting lost wastes time and is embarrassing
- Liberation – no time for detail and just want to get there quickly
- Comfort – helps make driving safer and hassle free
- To fit in – everyone else has one and my kids are ashamed when I use a printed map
What Types of People Use Navigation?

Our latest research shows that navigation appeals to all types of people and there is no typical navigation user but some of these profiles may be familiar:

<table>
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<tr>
<th>Name</th>
<th>Characteristics</th>
<th>Key messages</th>
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| Navigation Enthusiast | • Structured and like to be in control  
                         • Busy, always on the move  
                         • Often female with young children | • GPS helps you to stay in control of your life  
                         • GPS is your ally  
                         • Seamless and easy to use |
| Navigation Assured  | • Accuracy and reliability are important  
                         • Time-poor, getting lost is not an option  
                         • Like state the newest technology | • GPS helps you remain confident at all times  
                         • State of the art technology  
                         • Improve your driving pleasure with GPS |
| Nav My Way          | • Extrovert and social, they love being out  
                         • GPS is just part of their lives  
                         • Like exploring new places | • Go on explore more, I dare you!  
                         • GPS is your travel buddy  
                         • We are all about you |
| Solo Navigators     | • Conservative and quiet  
                         • GPS provides reassurance and security  
                         • See value in saving time | • GPS is great to have – just in case  
                         • GPS can save you time and money  
                         • You control the system but its good to know its there |
How does the mapping process work?

We know Australia like the back of our hand and understand that Australian navigation users need accurate and up-to-date information. That’s why our map and points of interest data is continually updated.

Data capture: 10 - 11 months
Our dedicated fleet of vehicles travel around Australia for most of the year, mapping the country’s new road networks, key points of interest and updating our current map data. Five new innovative cameras mounted on each vehicle enable them to capture intricate details of the landscape including road curvature, bridge heights, restricted turns, road slopes, lane markings and signs to sub-metre accuracy.
We also obtain data from other sources such as road authorities, federal bodies, local councils, Yellow and White Pages, Telstra cable line addresses as well as feedback from customers.

Data verification and conversion: 1 - 2 months
After the data has been collected, it is checked and cross referenced with an array of sources including aerial photography, field and desktop research.
These large files of information are then combined and converted into specific formats required by the GPS system manufacturers.

GPS system manufacturer’s conversion and integration: 1 - 2 months
Once converted, the data is released to the GPS system manufacturer on a pre-agreed date. Toyota currently receives one release a year.
On receipt of the data, the GPS system manufacturer will select all or part of the Whereis data for use with it’s software (application), such as the inclusion of freeway sign board information or exclusion of alert points.

GPS system manufacturer’s conversion and integration: 1 - 2 months
The new update is then released through the Toyota assembly lines and parts distribution system.